

Monday, January 11, 16

► Broadway Plaza – Request for Expression of Interest

The following is a letter of interest response for the Broadway Plaza development parcel.

It has become clear after the proposal by a local developer to purchase and build a new building on the mentioned site that the Community has made it very clear that this main intersection open space should be maintained. The current space and current uses do not fulfill nor result in an active open space. There currently is not an active open space in the central business district. There is a difference in an open space and an active open space.

The open spaces currently are ornamental and park like open spaces and do not contribute nor stimulate adjacent development. The inhabitants of the current space have become a nuisance to those property owners and tenants within the downtown. It's because the open space lacks activity. The adjacent buildings to the South and East offer nothing to stimulate that space.

And currently the space offers nothing to those adjacent buildings and uses. A developer of these adjacent sites would want to be a partner to take advantage of this potential open space. Filling the "hole" will not contribute to all of the noted goals and "**C**" objectives for the downtown as stated in the Request for Interest.

The development of an active open space and a means to stimulate and attract more development is the basis for this proposal.

In reading the page 1 provided "Overview" of the request, this proposal focuses on option "**B.**" It will accomplish, guarantee and exceed all of the stated objectives with a minimum of Public Investment.

In particular it would guarantee and provide an "active open space" at the major intersection of downtown and will attract major development from the proposed developer and/or from another developer. An "Active Open Space" relies on the buildings and uses that surround, connects and participates with it.

This is in comparison to the Park Blocks, the Hult Center and the new City Hall that is park-like or ornamental open space. "Active Open Space," particularly that at this major downtown intersection provides for an urban partnership.

The open space becomes active and full of activity and the surrounding development profits from the support and connection of and to the open space. This proposal is for a real public/ private/ community partnership. In addition, "Active Open Space" does not require activities by staff or associations to plan the activities; they occur as the result of this adjacency.

This proposal would provide for downtown both an "Active Open Space" and for increased density development. Not just one or the other. The Community and the Developer both provide what the community goals suggest and require.

Now the proposal:

The City takes a proactive/partnership role and directs the entire development. Proactive means not simply reviewing proposals as judges in a contest, but rather the City promotes and participates in a direct way to promote and facilitate both the "Active Open Space" concept and the Developer/Development opportunities.

1. The City either purchases the two adjacent buildings and offers the land for sale to developers after generating goal statements, development criteria, guidelines and review for development proposals

Or

2. The City partners with the current adjacent building and land owners for them to provide the land and existing buildings as an equity partner with either the current developer/proposer or other developer/proposers.

And

The City commits to adjusting the current property lines of the Plaza to fit the proposers demonstrated needs.

And

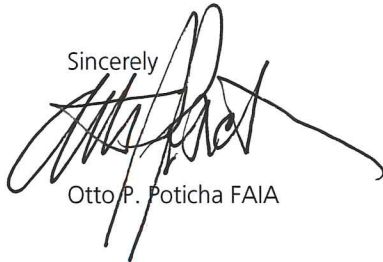
The City or Developer and/or the development partnership agree to renovate the existing Plaza as necessary for the combination of the Communities needs and the Developer's needs.

A proactive proposal will provide for the community's needs. This win-win proposal will not require City funds other than staff or retained consultant fees.

Important and creative solutions require creative approaches not simply show me what you can do and simply only be the bystander and be satisfied with we get.

I am requesting an interview to discuss this option, the mechanism, the process and the advantages to all of the parties involved.

Sincerely



Otto P. Poticha FAIA

The Following material is in direct response to the material requested in the C objectives and D the submission Requirement of the "Request for Expression of Interest".

C. Objectives

- **Experience (with unique vision), Uses and development experiences that has exceeded the City's policies and goals.**

- **Smeede Hotel Building, Willamette St, Eugene, OR. (National AIA Design Award)**

Poticha was the Architect and Developer of the.

A building was to be torn down during the renewal process.

After a 3 year discussion with the Eugene Renewal Agency Poticha and Partners bid and purchased the building and site from the agency and converted it from a transient hotel to a 3-story retail and office building. It has been fully occupied during its 35 years of extended life and is only one of the few historic and productive buildings left standing after "renewal". The building is listed on the National Historic Registry.

- **The Quackenbush Building, Broadway Avenue, Eugene, OR (National AIA Design Award)**

A Historic hardware store building on East Broadway in Eugene. The building was proposed to be torn down by the Eugene Renewal Agency. Poticha became involved and became a partner and co-developer with the Quackenbush Family. Poticha convinced HUD and the Agency to modify their standards so as to allow renovation of the building as a retail and office building. The other building in Downtown listed on the National Historic Registry.

- **The Granary Building, 5th Ave, Eugene OR (Local AIA Design Award)**

Poticha and Partners were the Architect and Developer of an abandoned Granary Building that redeveloped the derelict granary into an office and retail building on E. 5th Ave. The entire area was a former "one stop"-shopping shopping place for the Southern Valley farming industry. The buildings on both sides of the street were vacant and in poor shape. The area was zoned industrial and the City would not allow retail and offices as an accepted land use.

Poticha and Partners bought the building and convinced the City that rezoning was important for the entire area to see development. The City agreed but were not able to process the zoning documents since "spot zoning" was not supported and there were not the resources or interest to rezone the entire area from High St. to Willamette St. Poticha suggested to the City that this was a unique part of the City where substantial buildings were on both sides of the street and faced each other. He proposed that the City understand that unique neighborhood and consider retaining the current zone and add a zoning suffix called "Special District". The City had no suffix and said it would take one or two years to write that ordinance. Poticha volunteered to write the ordinance and have it approved within 60 days. That did occur. Poticha then applied for that suffix for the 5th Ave district for the whole designated. The proposed plan required design standards, review and sidewalks. The suffix was approved and within 60 days ALL of the adjacent properties were purchased and development plans submitted. Without the Granary development the 5th St. Market would not have been developed or the other adjacent development.

- **The High St. Row Houses at the north end of High St., Eugene, OR (Local and NW Regional Design Award)**

Poticha and Partners were the Architects and developers for the Brick row-house units at the North end of High St. The site had on 3 existing houses, divided by an alley and an R1 Zoning Classification. The City had condemned these houses for occupancy. The goal of the developer was to make and design an example of how and what sustainable housing or housing that would be substantial and long lasting could be like in Eugene. The concept was to visually anchor and form the intersection and terminus of High St. as it moved into the park. It was the first set of urban condominium row houses in the City. The City approved of the idea and concept but the neighbors objected. There was a 3-year process and dispute period with the neighbors. The project was built and on the first open house day all of the 18 units were

purchased. Over this 35-year period there has been little or no vacancy or units on the market for over 30 days.

- **The Parkway-Willamette Building (the building currently owned by LCOG), Willamette St. Eugene, OR. (AIA Design Award)**

Poticha and partners were the architect and a developer partner. The project started as a design competition with the criteria being the best use of the site including rehab of the three older remaining buildings on the site. The other competitors proposed only to redevelop those remaining 2 story buildings. We felt that this approach was not appropriate for the future of our Downtown. The design and the eventual development was the winning proposal. It provided for the rebuilding of the three older buildings and using them to establish a cornice line along Willamette St. and W. Park St. then we set back the addition for a greater density and better land use. It also included extending the building into the Mall that was termed "the hole in the mall". There was an excavation built into the mall to access the basement for a dinner theatre. (The City removed portions of the "hole in the mall" when they reopened Willamette St. The top or penthouse floor had penthouse and roof terrace housing to enjoy the Park Blocks and Willamette St. but the City would not approve the housing without "on site" parking which was not feasible. We attempted to lease long term parking in the Overpark for those tenants but the City refused, so the housing was eliminated. This would have been the first new urban housing in Downtown after the renewal. The urban design statement of the building was for two distinct facades, one bold, straight and strong to Willamette St. and one undulating and reflective to reflect the tall trees of the Park Blocks. This building was "before it's time" in Eugene.

It should be evident, by these referenced development projects that as developer/architects Poticha and partners have demonstrated their passion about Eugene City and have made more than just buildings. These follow and lead the City's goals and fit the criteria of "unique".

D. Submission Requirements

- **Experience see C above**
- **Additional Architectural and Urban Planning Experience:**
 - Design of the master plan for the Oregon State Capitol Mall /parking / future buildings / Mall
 - Master plan and urban design guidelines for the waterfront to Franklin Blvd in Glenwood, OR.
 - Generated design concepts and workshops to establish goal, criteria and examples for the pedestrian district or the Eugene Downtown Mall
 - Too many projects to list. Poticha has completed urban projects in 13 States in the US and projects in Japan for the US State Department, major governmental building in the Netherlands, England, Chile and Argentina. The Firm has been awarded over 52 design awards for their past works and Poticha has taught many urban design studios as a faculty member @ the University of Oregon.
 - Poticha was elected to the College of Fellows of the American Institute of Architects for his design contributions to the profession. (one of the highest honors bestowed by the profession)
- **Use: See C Above.**
 - **Concept for suitable home for the Kesey Statue; see-attached drawing**

Graphic display of this proposal; see attached.

Kesey Square Proposal

Broadway Plaza

See attached description of this Proposal. It proposes a redevelopment of the adjacent buildings plus minor development of the Square or Plaza,

